**Client Conversation**

The client, representing a playschool called "**Kid’s Paradise**," approached the marketing agency for assistance in creating an advertisement to increase enrolment. The playschool focuses on providing a nurturing and stimulating environment for children aged 2 to 5 years.

**Key Points Discussed:**

**Unique Selling Proposition (USP):** The playschool's nature-based curriculum, outdoor play area, and individualized learning plans were highlighted as differentiating factors.

**Target Audience:** The target audience consists of parents actively seeking quality education and care for their young children.

**Advertisement Goals:** The client wants to emphasize the benefits of the nature-based curriculum, personalized attention, and the joy experienced by children at the playschool.

**Advertisement Format:** A combination of video and images was chosen to capture the children's energy, showcase the outdoor play area, and highlight learning activities.

**Visual Style and Tone:** The advertisement should have a bright and playful tone, evoking wonder and curiosity in parents.

**Collaboration and Feedback:** The agency assured the client of regular collaboration, sharing drafts for feedback and revisions throughout the process.

The client expressed confidence in the agency's expertise and looked forward to attracting more parents to "Kid’s Paradise" through a successful advertisement campaign.